

AWARDS AND DESIGN PROCESS



NATLL Good Toy Award 2007

The [Mini-Micro](#) scooter won a prestigious Gold Award at the NATLL Good Toy Awards on Monday 18th June 2007. In its category of Outdoor and Large Play, the mini-micro outshone all competitors to scoop the top prize.

In the UK, the [Mini-Micro](#) is the success story for Micro Scooters Ltd, set up by two mothers, Anna Gibson and Philippa Gogarty in 2004. It was initially sold around the country by a network of mums and is now stocked in stores nationwide, including John Lewis and the Early Learning Centre. "We are thrilled that the mini micro scooter has won this prize. It proves what we all know, that the scooter really is a must for every child under the age of 6 years," say Anna and Philippa.

www.natll.org.uk



Designpreis der
Bundesrepublik
Deutschland
Nominiert 2008

The Prize of Prizes - 2008

Companies cannot enter for the Design Award; instead, they are nominated by the Ministries and Senators for Trade & Industry of the German States or by the Federal Ministry of Economics and Technology. It is a precondition for this, however, that a product has already been awarded a national or international prize. This is the case of [G-BIKE](#). No other Design Award sets its entrants such a strict criterion. Because of this the Design Award of the Federal Republic of Germany is called the "prize of prizes" by many opinion leaders in the world of design.

www.designpreis.de



Welt der Wunder Innovationspreis 2006

The world of wonder innovationprice is made for everybody; inventors, scientist and practical people. The theme this year was "the transportation in the future - ecological, efficient and innovative.

www.weltderwunder.de



Eurobike Award

Even automaker Adam Opel (1837-95) was a fan, writing that "no other invention combines utility with pleasure so perfectly as a bicycle."

In a growing industry, which also means increased international competition, the end consumer's focus is on innovation, quality and a design that transcends mere superficial appearances. Indeed, design represents the successful combination of technical know-how and innovation as well as of new products and product refinements in keeping with the brand. In a sea of products, quality characteristics that presuppose reputability, integrity and expertise are in great demand - and the iF seal of design quality also represents a decision-making aid for the consumer.

The evaluation criteria for the EUROBIKE AWARD are as follows:

Degree of innovation; Design quality; Workmanship; Choice of materials; Environmental friendliness; Functionality; Ergonomics; Utility value; Safety; Brand value/Branding.



Design Preis Schweiz

The Design Preis Schweiz is intended to highlight the importance of Swiss design. Economic and cultural relevance are the features sought after. In the light of top quality prize-winning work, the innovative effect of design as a business success factor will be reflected. Interdisciplinary contacts will encourage dialogue between designers and companies. Support will be provided for new visions, research projects and implementations in keeping with the market, enabling them to achieve a breakthrough. The Design Preis Schweiz observes and makes an impression on the market, honours outstanding achievements and sees its role as that of giving uncompromising encouragement to adventurous ideas which will create new paths for the future of design.



Design iF Internationaler Design Award

iF provides a broad range of design-related services. They are internationally known thanks to their iF design award, which has been staged since 1954. Today, this award is regarded as one of the most important design competitions worldwide, attracting over 1,800 entries from 30 different countries every year. The jury, composed of top international designers, not only critically examines and selects the award-winning entries, but also guarantees iF's special status and the high-quality reputation of the iF label.



Design Center Stuttgart Award

This government award is given to manufacturers and designers for forward-looking, professional and excellent design work. With a new "Focus" topic each year, the competition presents a special challenge for entrants. The competition shows who has the best-designed solutions for current trends and for the topics that are of particular interest for experts and the general public.



Spiel Gut, "This toy is recommended by "spiel gut" (Good Toy)"

Since 1954, educationalists, psychologists, doctors, technicians, experts in design, chemistry, electronics ... and parents - scientific and practical people - have been examining and assessing toys - from babies' rattles to material for experimenting.

They work on an honorary basis and are independent of the toy industry and retailers. Their spiel gut recommendation signifies that this toy has been tested with children and examined by experts with a positive result. Their criteria are: play value, material, workmanship, construction, durability, safety, design, size, quantity, quality of the instructions for playing or making, suitability for the appropriate age group ...



ISPO brand new award

Since the launch of the ISPO Brand New Awards in winter 2000, over 1,500 companies, brands or individuals with striking ideas have been taking the opportunity to apply for the largest start-up competition in the sports industry.



Designpreis der Bundesrepublik Deutschland
Nominiert 2004

The Prize of Prizes - 2004

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Stiftung Warentest

96 per cent of all Germans are familiar with Stiftung Warentest. One third of them rely on its test results when making important purchasing decisions. Following a resolution of the German Bundestag the Foundation was established on 4th December 1964, with the aim of providing independent and objective support for consumers by means of comparative investigations of goods and services. In addition the Foundation gives advice both about optimal household budgeting and use of income and also provides information for promoting a healthy, environmentally aware lifestyle. Thereby the highest priority is given to impartiality, so that consumers can be informed objectively. For this reason, in accordance with its statutes the Foundation is not allowed to earn money with advertisements in its publications. It therefore receives an annual compensatory payment from the federal government that amounts to about 12 per cent of its budget. It largely finances itself by selling its own publications. As an independent foundation under civil law it has a free hand in the planning and development of tests and the application of its test criteria.